

Wendy's Restaurant Review Analysis Report

Objective:

The objective of this report is to summarize key insights from recent Wendy's restaurant reviews. The focus is on identifying frequent positive and negative aspects, deriving the average rating, and highlighting patterns in customer sentiment.

1. Summary of Findings

Total Reviews Analysed: 28

Sentiment Breakdown:

- **Positive Sentiment:** 10 reviews
 - **Neutral Sentiment:** 6 reviews
 - **Negative Sentiment:** 12 reviews
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2. Average Rating

The reviews were rated on a scale of 1-5, with 1 being the lowest and 5 being the highest.

Average Rating:

=AVERAGE (Sum of items/Total number of items)

The average rating for Wendy's restaurant based on this analysis is **2.7**, which reflects an overall neutral to mixed experience from the customers.

3. Key Positive and Negative Aspects

➤ Positive Aspects:

- **Service Quality:** Fast, friendly service and accommodating staff, especially through the drive-thru.
- **Food Items:** Frosty, chili, and Buccinator were praised for flavour and value.
- **Clean Locations:** Clean environments enhanced the dining experience for some customers.

➤ Negative Aspects:

- **Poor Service:** Frequent complaints of rude staff and poor customer service.
- **Food Quality:** Issues with cold food, declining quality, and hygiene concerns like raw chicken and rodent sightings.
- **Order Accuracy:** Common frustration with incorrect or missing items.
- **Cleanliness:** Some locations had cleanliness problems, including sticky floors and unsanitary conditions.

Conclusion

The reviews show a mixed sentiment towards Wendy's, with both positive and negative aspects evenly balanced. The restaurant excels in **quick service** and popular items like the **Frosty** and **chili**, but struggles with **consistent food quality**, **customer service**, and **order accuracy**. Addressing these issues could significantly improve the overall customer experience and rating.

Recommendations:

- Focus on improving **staff behavior** and **service quality**, particularly at the drive-thru.
- Maintain **food quality consistency**, ensuring that meals are served hot and accurately prepared.
- **Enhance cleanliness** and hygiene at all locations to avoid negative health-related incidents.

This report provides a high-level overview of customer experiences, highlighting key areas for improvement.